

About us



MEDIA CONSULTA: Efficiency as a principle

MEDIA CONSULTA (MC) was founded in 1993 with the aim of making communication more efficient through intelligent integration. We incorporate the different disciplines of the communications sector into one unified strategy and develop customised, integrated campaigns in our clients' interest. Our full service is profitable for you: by working with a higher degree of flexibility, you can benefit from significant synergies and cross-promotional effects.

The MC Network: Leaders in Europe and beyond

We are the only German communication agency to have an agency network with branches in all 27 EU member states, all EU candidate countries and all key business centres worldwide at our disposal. This global orientation makes us highly appealing to clients with international campaigns. Our knowledge of regional markets, media and languages enables us to ensure efficient local implementation of centrally planned campaigns. Today, we are the largest German agency network and are ranked 14th in the Top 50 agencies worldwide; well ahead of other German agency companies (source: "Advertising Age", April 2010).

The MC team: International expertise

With over 1,990 employees in the global MC network, we at MEDIA CONSULTA can call on a full range of professionals with countryspecific expertise. All of our client advisors and our creative team have exceptional knowledge of the various PR and advertising tools and maintain excellent contacts with editorial teams of national and international publications. We value the specialist expertise of our staff and enhance this through the training courses we offer at the MC Academy.

Facts & Figures

	Deutschland	Europa	Weltweit
Gründungsjahr	1993	2002	2006
Feste Mitarbeiter	345	877	1.990
Umsatz 2010 (Prognose)	80 Mio. Euro	148 Mio. Euro	330 Mio. Euro
Umsatz 2009	73 Mio. Euro	148 Mio. Euro	330 Mio. Euro
Umsatz 2008	64 Mio. Euro	140 Mio. Euro	300 Mio. Euro

Who

Harald Zulauf

Managing Director and CEO

Harald Zulauf studied business, politics and international law in Cologne, Washington, London and Paris. During his studies, he worked as a freelance TV journalist for political and business affairs for Westdeutscher Rundfunk and for the ARD in Cologne from 1985. From 1987 to 1989 he was PR advisor to the Federal Minister of Defence in Bonn. From 1990 he worked for the Treuhand privatisation agency in the SED special assets department. He was responsible for the reorganisation and privatisation of the former state-owned media enterprises, including, among others, the daily newspaper 'Neues Deutschland'. He has been Managing Director at MEDIA CONSULTA Deutschland GmbH in Berlin/Cologne since 1993 and CEO of MEDIA CONSULTA International Holding AG since 2001.



Ute Gunsenheimer

Director of International Communications

Ute Gunsenheimer studied political science and history in Regensburg, Leicester and Hamburg. After her studies she worked at Messe Berlin GmbH and the Committee on Eastern European Economic Relations, before coordinating the “Hunzinger Public Relations GmbH” network in Central and Eastern Europe from 2000. Since joining MEDIA CONSULTA in Berlin in 2001, Ms Gunsenheimer has managed several international communication projects and pan-European campaigns. As Director of International Communications, she attends to and advises all international MC clients and is responsible for the development and implementation of concepts for international integrated campaigns.

Prof. Heinz- Jürgen Kristahn

Creative Director of MC Advertising GmbH

Professor Heinz-Jürgen Kristahn has been Creative Director at MC Advertising GmbH since 2000. In 1973, Kristahn was appointed Professor of Graphic Arts/Design and Visual Communication at the Berlin State School of Fine Arts (now known as “University of the Arts”). He has been the Director at the Institute for Communication and Design in Berlin since 1975. From 1968 to 1972, Kristahn was the head of DTP at Motor-Presse in Stuttgart (incl. the publications “auto motor und sport” and “sport auto”). Alongside his academic career, Kristahn founded the advertising agency “aesthetica” in 1989 and was its artistic director until 1998. His clients included Berlin Sparkasse and Wall AG (City Furnishings), and he was also responsible for the Potsdamer Platz guiding system. Prof. Kristahn has been an Honorary Professor at the Zhejiang Commercial Technical College in China since 2002.



Juliana Pranke

Head of MC Event GmbH

Juliana Pranke (born 1975), Magistra Artium, studied American Studies, Teaching German as a Second Language and History in Dresden. During her studies she worked as a language teacher at the language institute „inlingua“ and also organised the 2nd Students' Convention in Saxony.

At MEDIA CONSULTA Mrs. Pranke was in charge of well-known national political clients like the Federal Ministry for Education and Research (BMBF) and the Federal Ministry for Food, Agriculture and Consumer Protection (BMVEL), later she managed for various international clients of the EU Commission numerous pan-European projects. In her current position as head of unit, she is responsible for the overall organisation, coordination and evaluation of events, conferences, workshops, exhibitions and roadshows.

Holger Sokolowski

Head of MC Sport & Entertainment GmbH

Holger Sokolowski has many years of experience in sponsorship and the organisation, implementation and marketing of sporting events. During the EXPO 2000 World Exposition in Hannover he was responsible for implementing marketing measures in the theme park and for the culture and events programme. From 2001 to 2008, he was part of the sales team at SPORTFIVE GmbH in charge of customer care and marketing at football clubs Hertha BSC Berlin and Bayer 04 Leverkusen. He then held the post of Marketing Manager at Bayer 04 Leverkusen Fußball GmbH until the beginning of 2010, after which he joined MC Sport & Enter-



tainment GmbH in Cologne. His responsibilities include the marketing campaign for the 2011 FIFA Women's World Cup in Frankfurt am Main.

Dr. Michael Schneider

Head of MC TV & Film Production GmbH

Dr. Michael Schneider studied political science, history and philosophy in Heidelberg, Strasbourg, Frankfurt am Main and St. Andrews. From 2001 to 2005, he worked at the German Federal Parliament and was responsible for political analyses and public relations. Michael Schneider then became Director of the Department for Political Communication at the German Airport Association (ADV). Before he moved to MEDIA CONSULTA, he was the New Business Director at PR agency Pramata in New York and at the Berlin agency mmpro Film- und Medienproduktion GmbH. Dr. Michael Schneider has been the director of MC TV & Film Production GmbH since 2010, and is responsible for all clients and new business activities in the TV unit.

Quality management

Guaranteed standards

In order to guarantee the best possible quality for every project, we rely on both the skills of our employees and firmly defined standards for quality assurance. On-schedule project planning and detailed results analyses contribute to this. After all, we are only satisfied with our work if you are.



Customer satisfaction

Tell us what you think! The quality management system at MEDIA CONSULTA includes regular customer surveys, which enable us to continuously improve our working processes. The surveys cover general customer satisfaction with the individual project phases, the project as a whole, as well as the quality of our consultation service. These results then show us how we can improve our work even more to offer you the best possible service.

MC Balanced Scorecard

The MC Balanced Scorecard provides us with a tool that is unique for a European agency. For the first time, a statistical system is used to assess the communication tools on an individual basis, as well as how they work together. Each of the project tasks are assigned measurable plans and objectives, and we continually record and analyse campaign result data. This allows our clients to evaluate and compare every part of the communication management process.